

# Edition: Edina

Volume 1, Issue 1

#### The City of Edina



4801 W. 50th St. Edina, MN 55424 952-927-8861 mail@EdinaMN.gov www.EdinaMN.gov

#### Speak Up, Edina!

Through the end of 2014, the City of Edina will hold a monthly online discussion at www.SpeakUpEdina.org, the City's civic engagement website. Through the discussions, the City will gather feedback from residents, businesses and visitors on several topics. Several questions will be asked during each discussion. Information from the online discussions will be compiled and forwarded to the City Council for consideration.

"The City is very interested in hearing what residents think about these topics," said Communications Coordinator Jordan Gilgenbach. "The feedback will help staff and the City Council better understand the opinions of residents as we look at these topics down the road."

In February, the City wants to learn more about what people think about the City's current liquor ordinance. Specifically, the online discussion will focus on the food-to-liquor sales ratio requirement for restaurants with liquor licenses, better known as the 60-40 rule. This rule says that no more than 40 percent of a restaurant's gross sales can be from alcoholic beverages (Edina City Code Chapter 4, Article III, Sec. 4-77 (3)). The discussion will run from Feb. 1 to Feb. 28.

In January, the City gathered feedback on food trucks. Questions posed ranged from whether or not individuals support food trucks, if there should be protection for brick-and-mortar businesses, what are preferred locations and times, and if there should be licensing.

To weigh in on this month's discussion, visit www.SpeakUpEdina.org.

### **City Council Sets Six Strategic Priorities for 2014-2015**

The Edina City Council's work and budget are guided by six strategic priorities for 2014 and 2015: infrastructure, commercial and mixed-use redevelopment, workforce, communication and engagement, community vision and aviation noise.

**Infrastructure.** The City is committed to preserving and expanding infrastructure to maintain reliability and quality and to meet the demands of expansion and redevelopment. This will be accomplished through a long-term financing plan that balances prudence and community expectations. Goals and performance indicators will be focused on financing, preserving and expanding infrastructure.

Development and renewal of commercial and residential areas is essential to the ongoing health of the community. The City will focus on the 50th & France and Grandview areas to create maximum positive impact. Tax-increment financing and other tools will be used to provide incentives to develop those and other areas in ways consistent with the City's land use, transit, density and health goals.

Commercial and Mixed-Use Redevelopment.

Workforce. High-quality service delivery requires skilled employees who are properly deployed. The City supports high-performance staffing approaches and the recruitment and retention of well-qualified employees. To support these efforts, the organization will provide competitive compensation and benefits packages.

Communication and Engagement. To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication. Efforts to engage the community will utilize multiple platforms; be informative, transparent and responsive; and will involve volunteers and City boards and commissions. The City will also work to bolster existing communication and engagement tools, such as City Extra and www.SpeakUpEdina.org.

Community Vision. A clear vision of a desired future will help focus the City's daily efforts and sustain a high quality of life. A vision for

the community through the year 2040 that reflects the unique character, values and priorities of residents and stakeholders will be developed. Broad community participation will be central to the effort and critical to its ultimate success.

Aviation Noise. RNAV flight patterns over the community may have a negative effect on the quality of community life. The City is committed to influencing the outcome of RNAV decisions, mitigating the impacts to the community, and working with neighboring communities to find the best possible solutions.

#### Police 'Focus In' on Failing to Signal during February

Because of last year's success of "Focus In," the Edina Police Department is repeating the monthly education campaign in 2014.

"It's about educating the public on things they can do to remain safe on the roadways," said Sgt. Scott Kuyper, who oversees the "Focus In" campaign.

During the month of February, the Police will "Focus In" on those who fail to signal.

"These violations may pose little safety risk to the driver, but failing to signal has great potential for accidents caused by other affected motorists," said Kuyper. "Minnesota law states that 'a signal of intention to turn right or left shall be given continuously during not less than the last 100 feet traveled by the vehicle before turning.""

Education will include a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued. Last February, 110 verbal and written warnings were given out.

Each month, patrol officers will focus police efforts on a specific statutory violation in order to educate the public and gain compliance. The focus for January was obstructed vision.



The violations the Police Department will "Focus In" on have seasonal relevance, affect the quality of life in Edina or pose safety risks to residents. All statutes will be enforced year-round, but additional attention will be paid to the focus of the month.

In upcoming months, police will "Focus In" on unsafe equipment, failure to display headlights, bike safety, curfew violations, pedestrian safety, child and seatbelt safety, school bus stop arm protocol, speed in school zones, night and snow parking, and the "move over" law.

For more information, contact the Edina Police Department at 952-826-1610.

#### **City Council Welcome Resident** Feedback, Inquiries



The Edina City Council typically meets at 7 p.m. the first and third Tuesdays of the month at Edina City Hall, 4801 W. 50th St. Meetings are streamed and broadcast live.

Members of the City Council value hearing from residents. Written correspondence can be sent to the group at Edina City Hall, 4801 W. 50th St., Edina, MN 55424, or mail@ EdinaMN.gov. You may also contact Council Members individually.

#### Mayor James B. Hovland

Elected November 2004 Current Term Expires January 2017 5023 Nob Hill Drive, Edina, MN 55439 612-874-8550 mail@EdinaMN.gov

#### **Council Member Joni Bennett**

Elected November 2006 Current Term Expires January 2015 4003 Lynn Ave., Edina, MN 55416 952-927-0661 jonibennett12@comcast.net

#### **Council Member Mary Brindle**

Elected November 2008 Current Term Expires January 2017 6901 Paiute Drive, Edina, MN 55439 952-941-7746 mbrindle@EdinaMN.gov

#### **Council Member Josh Sprague**

Elected November 2010 Current Term Expires January 2015 4720 W. 70th St., Edina, MN 55435 612-501-0252

#### joshsprague@edinarealty.com **Council Member Ann Swenson**

Elected November 2004 Current Term Expires January 2017 6021 Concord Ave., Edina, MN 55424 952-927-7524 swensonann1@gmail.com

#### **Community Health Commission** is Formed

The Community Health Committee was recently reborn as the Community Health Commission, broadening the mission of the group to include community-wide health and wellness issues.

The City Council approved an ordinance amendment in December establishing the Community Health Commission, whose primary duties are to address Edina public health priorities and advise the City Council.

"This better aligns the duties of the Community Health Commission with those of the Council, which also acts as the Edina Community Health Board," said Community Health Administrator Jeff Brown, staff liaison to the Community Health Commission.

Some new duties of the Commission include monitoring health status to identify community health problems; informing, educating and empowering people about health issues; developing policies and plans that support individual and community health efforts; linking people to needed personal health care services; and ensuring a competent public health and personal health care workforce.

"More than the name change of committee to commission, we took on new purpose and duties. Those duties are focused more on a proactive community health commission rather

"More than the name change of committee to commission, we took on new purpose and duties. Those duties are focused more on a proactive community health commission rather than a reactive"

- Matt Doscotch, Commissioner

than a reactive," said Matt Doscotch, a member of the Commission. "Rather than receiving information and then evaluating, we're going out and looking for information and coming up with ideas and concepts that can improve the community through either policy changes or recommendations for resources to be allocated in a different way."

The Community Health Commission is made up of nine regular and two student members. Besides Doscotch, current members are Kumar Belani, Melinda Bothun-Hurley, Janet Johnson, Mary Jo Kingston, Nadia Martyn, Allison Pence, Joel Stegner, Kristen Conner, student members Tone Deinema and Additya Mittal. The group typically meets at 6:30 p.m. the first Tuesday of the month at Edina City Hall.

For more information about the Commission, please call Brown at 952-826-0466.

#### Schmitz Chosen As Edina's New Fire Chief



A familiar face will return to Edina to lead the Fire Department later this month. Tom Schmitz was chosen as the new Fire Chief in early January.

Schmitz started at the Edina Fire
Department in June 1993 as a
Paramedic/Firefighter. He was
promoted in 1999 to Battalion Chief,

where he was tasked with overseeing the Department's training and safety programs, and supervised paid-on-call firefighters. He also helped form the Special Operations Team and oversaw construction and operations of the South Metro Public Safety Training Facility. Schmitz held the position of Battalion Chief until he left Edina in August 2011.

Schmitz also has a lengthy career with the Eden Prairie Fire Department, having joined its ranks in 1988 as a volunteer firefighter, and eventually as a Lieutenant. For the last 12 years, Schmitz has held the title of Assistant Chief of Training. In August 2011, Schmitz was hired fulltime as an Assistant Chief and was in charge of training and of the Fire Inspections Department.

"Tom is going to be a great addition to our Fire Department and to our overall leadership team," said City Manager Scott Neal. "He brings 25 years of experience in the field with him back to Edina, and we are excited to see him in this new role."

"I am excited to be returning to a highly respected fire department," Schmitz said, "and look forward to leading the organization in its continuation of the great service it provides to the residents of Edina and the surrounding communities."

Schmitz will start his new role in Edina on Feb. 17.

## City Looks at Alternatives to Property Acquisition for Parking Improvements



The City of Edina has concluded its pursuit of a vacant property to expand public parking at 50th & France.

The highly popular 50th & France business district is hampered by a shortage of parking during peak shopping and dining hours. For several years, the City has studied how to provide additional parking for the shared use of employees, customers and neighbors. A 2011 report from Walker Parking Consultants indicates that at least 140 and as many as 200 additional parking spaces are needed at 50th & France.

The Hooten Cleaners & Launderers property at 3944 W. 49½ St. was of interest to the City because it is located immediately adjacent to the existing North Parking Ramp and the property owners have closed the business to retire. Initial studies indicated that the existing parking ramp could be expanded to the west to provide approximately 50 to 75 new public parking spaces.

The City began negotiating with the property owners in late 2012, when it was learned that they intended to retire and repurpose the building. Independent appraisals were obtained and offers were made based on the appraised market value of the property. The City also offered some more creative proposals, such as the City purchasing the "air rights" above the building to construct public parking while the property

owners would retain ownership of the commercial building on the first level. Despite many conversations, the parties were not able to agree on a purchase price. Last fall, the City renewed efforts to acquire the property, including through the use of eminent domain, if necessary.

In recent months, the property owners proposed a new alternative to sell their property to a third party who is willing to pay an even higher price for the property. The owners prefer this alternative and asked that the City stop its pursuit of the property so that this alternative transaction could move forward. News of this higher offer called into question whether the public benefit exceeds the purchase and construction cost. In light of this new development, the City Council voted in January to rescind acquisition authority for the property and will focus on other ways to improve parking in downtown Edina that are more cost effective for the merchants and taxpayers.

"While the City recognizes there is a need for parking expansion and parking improvements at 50th & France, both the business owners and City Council have been clear that there is a reasonable price to pay for those improvements," said Economic Development Manager Bill Neuendorf. "As we were negotiating with the owners of the Hooten Cleaners property, it became clear that the price for public parking on that site was no longer feasible."

The City is currently working with property and business owners at 50th & France to develop plans for improvements to the existing parking ramps. A public hearing on the proposed ramp improvements has been scheduled for the City Council's Feb. 18 meeting.

For more information, contact Economic Development Manager Bill Neuendorf, 952-826-0407.

2013 Estimated

\$400,000 Home:

Eden Prairie: \$1,430

Minnetonka: \$1,533

Bloomington: \$1,814

Hopkins: \$2,489

Richfield: \$2,555

Minneapolis: \$3,015

St. Louis Park: \$1.856

Taxes on a

Edina: \$1,113

#### **Property Taxes Low in Edina**

Even with a slight increase, estimated City property taxes on a \$400,000 single-family home are still lowest in Edina when compared to surrounding cities.

Based on preliminary levies certified by Hennepin County, 34 percent of residential single-family properties in Edina will see a decrease or no change in their total tax bill, which includes all taxing jurisdictions (City, school, County, watershed, etc.).

The City's operating budget for 2014 is \$97.85 million. The City's share of residential property taxes makes up about 35 percent of the City's overall budget. Other revenue streams include utility sales (21 percent), liquor sales (16 percent) park enterprise sales (10 percent), permit and license fees (4 percent), special assessments (4 percent), and other miscellaneous sources (10 percent).

The approved budget includes a property tax levy increase of 2.7 percent, resulting in a net tax levy of \$27,454,872 for 2014.

The total of all levies increased by \$707,488, or 2.65 percent over 2013. A median single-family home in Edina is valued at \$400,000 in 2014. The City tax increase for that property is about \$34, or 3.1 percent, for a total of \$1,136. The City tax increase on a median-valued commercial property of \$1.6 million is \$194, or 3.39 percent.

"This years' levy and budget really had three main themes – workforce, technology and infrastructure," said Assistant Finance Directory Eric Roggeman.

"The City isn't adding a lot of new services. It's more of a preservation budget, where spending is focused on prioritization as a way to produce better outcomes for residents."

Workforce-related costs include new positions added during the 2012-2013 budget cycle; health insurance rate increases; a market-based compensation strategy;

worker's compensation insurance; and pension increases for public safety employees.

Projected technology expenses included the budget are a development of a mobile application to connect with residents; Insight, a software to improve budget efficiency and quality; Max Solutions, a software for the Parks & Recreation Department to improve league and facility

improve league and facility scheduling and point-of-sale processes; NeoGov, a system for the Human Resources Department to reduce data entry and redundancy and to increase the efficiency of staff, supervisors and employees; and software to allow for electronic plan reviews for the Fire-Rescue & Building Inspections Department to shorten the time to issue permits.

The City has allocated another \$200,000 toward capital or infrastructural expenditures. The requests for capital improvements will be made and prioritized in 2014 and funded in 2015. Decisions will be based on greatest

The 2014-2015 budget does not account for changes to golf course fund operations; Sports Dome operating budget; debt services for future debt issues, including a sports dome; or full funding of equipment replacement program or Capital Improvement Program.

The final approved budget for 2014-2015 is available online at www.EdinaMN.gov/Finance. Property owners should expect to see their tax bills from Hennepin County in March.

WHERE PROFITS GET POURED BACK INTO THE COMMUNITY



Grandview Southdale 50th & France

EdinaLiquor.com

#### **Upcoming Events**

**7 p.m. Thursday, Jan. 30** Golf operations input meeting, *Braemar Golf Course* 

**7 p.m. Monday, Feb. 3**City Council meeting, *Edina City Hall* 

**6:30 p.m. Tuesday, Feb. 4**Community Health Commission meeting, *Edina City Hall* 

**7 p.m., Tuesday, Feb. 11**Park Board meeting, *Edina City Hall* 

**7 p.m., Tuesday, Feb. 11**Heritage Preservation Board meeting *Edina City Hall* 

**7 p.m., Wednesday, Feb. 12** Planning Commission meeting, *Edina City Hall* 

Monday, Feb. 17
Presidents Day, Edina City Hall closed

**7 p.m., Tuesday, Feb. 18**City Council meeting, *Edina City Hall* 

**7 p.m., Tuesday, Feb. 18**River Valley Band, *Edinborough Park* 

7 p.m., Tuesday, Feb. 25 Human Rights & Relations Commission meeting, Edina City Hall

**7 p.m., Wednesday, Feb. 26**Planning Commission meeting *Edina City Hall* 

**4:30 p.m., Thursday, Feb. 27**Arts & Culture Commission meeting, *Edina City Hall* 

## Make Your Voice Heard on Aviation Noise Issues

The City of Edina takes the issue of aviation noise very seriously and is lobbying for flight patterns and other solutions that will reduce the impact on local property owners.

The Metropolitan Airports Commission (MAC) established the Noise Oversight Committee (NOC) to bring together industry and community representatives to address aircraft noise issues at the Minneapolis-St. Paul International Airport (MSP). The group meets bi-monthly on the third Wednesday of odd-numbered months. Meetings in 2014 will be held March 19, May 21, July 16, Sept. 17 and Nov. 19.

Members of the public are welcome to attend the meetings. Members of the public who wish to speak during the "Public Comment Period" of a NOC meeting must make arrangements with their NOC representative prior to the meeting. Edina is represented by At-Large Representative John Bergman, a City Council Member in Apple Valley.

To file a noise complaint or determine if you qualify for home noise mitigation, visit www.macnoise. com. You can call MAC's Noise Complaint & Information Line at 612-726-9411.

Some residents may also want to contact their elected officials to urge the FAA to mitigate noise impacts over the area. Elected officials include:

keith.ellison@mail.house.gov 612-522-1212 **Sean Broom,** Staff Assistant Rep. Ellison,

Keith Ellison, U.S. House of Representatives

handling transportation issues sean.broom@mail.house.gov 612-522-1212

**Erik Paulsen,** U.S. House of Representatives https://paulsenforms.house.gov/contactme 952-405-8510

**Al Franken,** U.S. Senator 651-221-1016

Ron Erhardt, Minnesota House of Representatives, Edina 49A ron.erhardt@gmail.com 952-927-9437

Paul Rosenthal, Minnesota House of Representatives, Edina 49B rep.paul.rosenthal@house.mn 651-296-7803

**Melisa Franzen,** Minnesota Senator sen.melisa.franzen@senate.mn

**Gov. Mark Dayton,** 651-201-3400

Part of every the agenda for every regular City Council is dedicated to aviation noise. Council Member Joni Bennett regularly provides updates during that time of the meeting. Watch the meetings online at wwww.EdinaMN.gov or on cable Channels 16 (standard definition) or 813 (high definition).